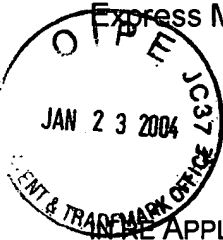


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PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: STEVE BECK ET AL.

APPLICATION No.: 09/721,441

FILED: NOVEMBER 22, 2000

FOR: **DYNAMICALLY TARGETING ONLINE
ADVERTISING MESSAGES TO USERS**

EXAMINER: JEFFREY D. CARLSON

ART UNIT: 3622

CONF. No.: 2327

Response Under 37 C.F.R. § 1.111

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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FEB 04 2004

GROUP 3600

Sir:

The present communication responds to the Office Action dated July 31, 2003 in the above-identified application. In accordance with the revised amendment format requested in *Amendments in a Revised Format Now Permitted*, 1267 OG 106 (2/25/03), please amend the application as follows:

Amendments to the Specification begin on page 2.

Amendments to the Claims are reflected in the listing of claims beginning on page 3.